

Natl Med. Res. Planning&Placement **National Republican Congr Comm/ Issue**
 815 Slaters Lane Submission Number 265 Issue 1
 Alexandra VA 22314

NBC 17
 accurate, balanced, to the point



WNCN-TV
 1205 Front St
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

ORI

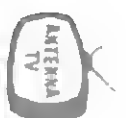
Client: National Republican Congr	Submission Cost: 7615	Campaign Ref: E:063625700
Buyer: Comm/ Issue	Client/Product/Estimate: 155 /426 /3298	Sales Rep: HRP Washington, DC
Schedule Dates: 10/08/12 to 10/21/12	Weeks: 2	Order Ref: 06362570
Est./PO Number: 06362570	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Nrcle	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total
1	M-Su 11p NewsF..	03	615	30 Comme	Nbr of Spots	1	1
2	M-F 7p NewsF..	02	575	30 Comme	Nbr of Spots	1	1
3	M-Su 11p News M.....	03	615	30 Comme	Nbr of Spots	1	1
4	M-Su 11p NewsS.	03	615	30 Comme	Nbr of Spots	1	1
5	Sat 7p NewsS.	03	250	30 Comme	Nbr of Spots	1	1
6	Sat 7a Today ShowS.	02	250	30 Comme	Nbr of Spots	1	1
7	Sun 6p NewsS	02	350	30 Comme	Nbr of Spots	1	1
8	M-Su 11p News ...T...	03	615	30 Comme	Nbr of Spots	1	1
9	M-F 7p News	02	575	30 Comme	Nbr of Spots	1	1
Weekly Totals: Total Spots(Ord Spots)					10	5	15

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10	M-Su 11p News T..... M-Su 11p News	03	615	30 Comme	Nbr of Spots	1	1
11	M-F 7p News ..W.... M-F 7p News	02	575	30 Comme	Nbr of Spots	1	1
12	M-Su 11p News ..W.... M-Su 11p News	03	615	30 Comme	Nbr of Spots	1	1
13	Sat Notre Dame FootballS. Sat Notre Dame Football	02	575	30 Comme	Nbr of Spots	2	2
14	Sat 7a Today ShowS. Sat 7a Today Show	03	200	30 Comme	Nbr of Spots	1	1
Weekly Totals: Total Spots(Ord Spots)					10	5	15

Grand Totals

Totals		Month 10 Weeks: 4	
Spots	Cost	10/08	10/15
15	7615	10	5
		4580	3035

Grand Totals:

Spots: 15
 Gross Total: 7,615.00
 Commission: 1,142.25

Net Total:

6,472.75

REP HEADLINE# 6362570
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM STATION

OCT3/12 15.11
*** WNCN-TV ***

ADV # ADV. NAME ISS/NRCC-IE

REP. # OFF. # SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

BUYER NAME BEN ANGLE

815 SLATERS LANE

SALES PRSN WA- MICK NESCI (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6362570

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3298 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT12/12 OCT18/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 15.11

REP: NEW ORDER

TTL 7615 @ 15X

PLS CFM

THANKS, MIKE FOR MICK

STA: PLS SEE M1-M3 FOR NEW OFFERS/CORRECTIONS

PLS ADVISE ASAP

THX, CHERYL 10/3

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRCC IE

STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#5

MISSED: SAT/1200N-600P

OFFER: SAT/330P-700P

CMT: NOTRE DAME FOOTBALL AIRS 3:30-7PM ON 10/13

OCT13 (2/WK)

30S \$575.00

(OCT3/12) PLS ADVISE.

M2 UNRESL BUY#6

MISSED: SAT/600P-630P

OFFER: SAT/700A-900A

CMT: NO NEWS D/T SPORTS 10/13 - MG BOOKED SAT TODAY SHOW

OCT13

30S \$200.00

(OCT3/12) PLS ADVISE.

M3 UNRESL BUY#13

MISSED: TUE/700P-730P

OFFER: WED/700P-730P

CMT: NO NEWS 10/16 D/T GOVERNOR'S DEBATE - MG BOOKED 7P NEWS WED 10/17

OCT16

30S \$575.00

(OCT3/12) PLS ADVISE.

CONTRACT TOTAL \$7,615.00
TOTAL SPOTS 15

REP HEADLINE# 6362570
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT3/12 15.07
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/NRCC-IE	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	BEN ANGLE	
		815 SLATERS LANE	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #		CONTRACT # 6362570	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	NRCC IE	EST#3298	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT12/12	OCT18/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT3/12	15.07

REP: NEW ORDER
TTL 7615 @ 15X
PLS CFM
THANKS, MIKE FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NRCC IE
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$7,615.00
TOTAL SPOTS 15

REP HEADLINE# 6362570
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT3/12 12.58
*** WNCN-TV ***

ADV # ADV. NAME ISS/NRCC-IE

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME BEN ANGLE

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6362570

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3298 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT12/12 OCT18/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT3/12 12.58

REP: NEW ORDER
TTL 7615 @ 15X
PLS CFM
THANKS, MIKE FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NRCC IE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1100P-1135P	30		\$615.00	10/12	10/12	1		FRI	1
AGENCY ADVERTISER CODE = 155												
AGENCY PRODUCT CODE = 426												
AGENCY EST# = 3298												
2			700P-730P	30		\$575.00	10/12	10/12	1		FRI	1
PROGRAM : NBC-17 NWS-11<												
CON COM1 : NBC-17 NWS-11<												
3			1100P-1135P	30		\$615.00	10/15	10/15	1		MON	1
PROGRAM : NBC-17 NWS-11<												
CON COM1 : NBC-17 NWS-11<												

WV
10/3

REP HEADLINE# 6362570
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT3/12 12.58
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1100P-1135P	30		\$615.00	10/13	10/13	1		SAT	1
			PROGRAM : NBC-17 NWS-11<									
			CON COM1 : NBC-17 NWS-11<									
* 5			1200A-600P <i>3:20-7P</i>	30		\$575.00	10/13	10/13	2		SAT	2
			PROGRAM : NCAAF: NOTRE DAME									
			CON COM1 : NCAAF: NOTRE DAME									
* 6			600P-630P	30		\$200.00	10/13	10/13	1		SAT	1
			PROGRAM : NBC-17 NWS-7									
			CON COM1 : NBC-17 NWS-7									
7			700P-730P	30		\$250.00	10/13	10/13	1		SAT	1
			PROGRAM : NBC-17 NWS-7									
			CON COM1 : NBC-17 NWS-7									
8			700A-900A	30		\$250.00	10/13	10/13	1		SAT	1
			PROGRAM : SATURDAY TODAY									
			CON COM1 : SATURDAY TODAY									
9			600P-630P	30		\$350.00	10/14	10/14	1		SUN	1
			PROGRAM : NBC-17 NWS-6									
			CON COM1 : NBC-17 NWS-6									
10			1100P-1135P	30		\$615.00	10/18	10/18	1		THU	1
			PROGRAM : NBC-17 NWS-11<									
			CON COM1 : NBC-17 NWS-11<									
11			700P-730P	30		\$575.00	10/18	10/18	1		THU	1
			PROGRAM : NBC-17 NWS-7									
			CON COM1 : NBC-17 NWS-7									
12			1100P-1135P	30		\$615.00	10/16	10/16	1		TUE	1
			PROGRAM : NBC-17 NWS-11<									
			CON COM1 : NBC-17 NWS-11<									

Ma: ME SAT today

REP HEADLINE# 6362570
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT3/12 12.58
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
* 13			700P-730P	30		\$575.00	10/16	10/16	1		WED	1
PROGRAM : NBC-17 NEWS-7												
CON COM1: NBC-17 NEWS-7												
14			1100P-1135P	30		\$615.00	10/17	10/17	1		WED	1
PROGRAM : NBC-17 NWS-11<												
CON COM1: NBC-17 NWS-11<												
OCT/12 \$7,615.00											CONTRACT TOTAL \$7,615.00	
											TOTAL SPOTS 15	

MARKET TOTALS \$95,187 WNCN 8% WRAL 50% WTVB 34% WRAZ 8% WRDC 0% WLFL 0% CABL 0%
 ESTIMATED SHARES
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jon Ferrell
do hereby request station time concerning the following issue:

National Republican Congressional Committee-IE
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:

This broadcast time will be used by: NRCC-IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

National Republican Congressional Committee-IE
Keith Davis- Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature 703-683-4877
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title